

PRESS RELEASE

JAMIE CHAMBERS TO LEAD BBC ADVERTISING, ANZ

Sydney, 13 August 2015: Jamie Chambers has been promoted to Regional Sales Director for BBC Advertising in Australia & New Zealand (ANZ), further strengthening the local advertising sales team.

He will be responsible for advertising sales for BBC Advertising's digital assets – bbc.com and BBCGoodFood.com – as well as international deals for global channel BBC World News. He will oversee the generation of new business, development of major accounts and expansion of existing business through the management of the in-house sales team based in Sydney and Melbourne, plus sales reps in New Zealand and Australia, across a number of digital platforms and custom solution opportunities.

Working alongside Katrina Norton-Knight, Head of Advertising Solutions, they will develop bespoke cross-media advertising and sponsorship opportunities for the ANZ market across all BBC Worldwide digital and STV platforms.

Over the years, Jamie has gained broad advertising experience across a portfolio which includes newspapers, magazines, digital, TV and event sponsorships.

He began his career in Manchester in the UK in 2005, working for two of the largest UK publishers, Guardian Media Group and then Trinity Mirror, rising to Senior Account Manager.

In 2011, Jamie moved to Sydney and joined BBC Worldwide, focusing on digital advertising. Rising through the ranks of Account Management to become Sales Manager NSW, QLD and ACT in 2014, Jamie has led BBC Advertising's move into content solutions, events and programmatic sales.

In his new role, he will lead the ANZ team based in Sydney and Melbourne and will continue to report to Alistair McEwan, who was recently promoted to SVP Commercial Development, Asia and ANZ.

Jamie Chambers said: "I'm very proud to now lead BBC Advertising across ANZ at an exciting time in our business' evolution, as content, data and programmatic become central pillars in our offering. The BBC is famous for producing world class content and I'm passionate about helping brands take advantage of the opportunities available by partnering with one of the world's most respected media companies to produce memorable and successful campaigns."



Alistair McEwan said: “Jamie’s leadership and strategic skills as Regional Director will further strengthen the BBC Advertising sales team in ANZ. Jamie has been instrumental in the success of BBC Advertising in Australia in recent years, he thoroughly deserves this promotion, I’m delighted for him and for our business.”

Jamie’s new role is effective immediately.

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For more information, please contact: Laura Dumbrell, Head of Communications at BBC Worldwide ANZ, on 02 9744 4502

Notes to editors

BBC Advertising sells advertising and sponsorship solutions on behalf of BBC Worldwide’s commercial portfolio across broadcast online and mobile platforms globally, including for BBC World News and BBC.com.

BBC World News and BBC.com, the BBC’s commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 397 million households and 1.8 million hotel rooms. In Australia it is the number one international news channel, available in over 2.5 million homes. The channel’s content is also available on 178 cruise ships, 53 airlines and 23 mobile phone networks. BBC.com offers up-to-the minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 80 million unique browsers each month, including around 4.1 million unique viewers across all browsers in Australia.